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*(Incorporated and registered in England and Wales under the number 01397169)  
(Stock code: 2378)*

## **PRUDENTIAL PLC INVESTOR CONFERENCE 2014**

Prudential plc ("Prudential") is holding a conference for investors and analysts in Singapore on 2–3 December and an additional trip to visit our local insurance operations in Jakarta, Indonesia on 4 December.

The presentations in Singapore will primarily focus on Prudential's large and rapidly growing Asian business, which is central to the Group's long-term growth strategy. Participants will also be provided with an update on the Group's strategy and performance, with specific presentations on our UK life business and on Jackson, our US business and a Q&A session on M&G.

These presentations will be available on our website ([www.prudential.co.uk/investors](http://www.prudential.co.uk/investors)) on 2 December at 01.00 AM UK time/09.00 AM Singapore time.

Commenting on the investor conference, Tadjane Thiam, Group Chief Executive, Prudential plc, said:

"We are delighted to welcome investors and analysts to our 2014 investor conference in Singapore and Jakarta. Since our last Asia-based conference in 2011, our business in the region has continued to deliver strong, profitable growth, notably achieving the "Doubling Asia by 2013" objectives we had set in 2010 by delivering over £1.0 billion in IFRS pre-tax operating earnings in 2013.

"This fifth conference under the format introduced in 2010 will allow us to highlight the increased scale, diversity and quality of our platform in Asia, and the potential for our business to continue to grow profitably in the region. Attendees will have the opportunity to interact in depth with the management of our Asia operations as well as the senior leadership of the Group's other business units."

**ENDS**

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### **Notes to Editors:**

#### **About Prudential plc**

Prudential plc is incorporated in England and Wales, and its affiliated companies constitute one of the world's leading financial services groups. It provides insurance and financial services through its subsidiaries and affiliates throughout the world. It has been in existence for more than 166 years and has £457 billion in assets under management (as at 30 June 2014). Prudential plc is not affiliated with Prudential Financial, Inc., or its subsidiary, The Prudential Insurance Company of America.

## Forward-Looking Statements

This document may contain ‘forward-looking statements’ with respect to certain of Prudential's plans and its goals and expectations relating to its future financial condition, performance, results, strategy and objectives. Statements that are not historical facts, including statements about Prudential's beliefs and expectations and including, without limitation, statements containing the words “may”, “will”, “should”, “continue”, “aims”, “estimates”, “projects”, “believes”, “intends”, “expects”, “plans”, “seeks” and “anticipates”, and words of similar meaning, are forward-looking statements. These statements are based on plans, estimates and projections as at the time they are made, and therefore undue reliance should not be placed on them. By their nature, all forward-looking statements involve risk and uncertainty. A number of important factors could cause Prudential's actual future financial condition or performance or other indicated results to differ materially from those indicated in any forward-looking statement. Such factors include, but are not limited to, future market conditions, including fluctuations in interest rates and exchange rates and the potential for a sustained low-interest rate environment, and the performance of financial markets generally; the policies and actions of regulatory authorities, including, for example, new government initiatives related to the financial crisis and the effect of the European Union's ‘Solvency II’ requirements on Prudential's capital maintenance requirements; the impact of continuing designation as a global systemically important insurer; the impact of competition, economic growth, inflation, and deflation; experience in particular with regard to mortality and morbidity trends, lapse rates and policy renewal rates; the timing, impact and other uncertainties of future acquisitions or combinations within relevant industries; the impact of changes in capital, solvency standards, accounting standards or relevant regulatory frameworks, and tax and other legislation and regulations in the jurisdictions in which Prudential and its affiliates operate; and the impact of legal actions and disputes. These and other important factors may for example result in changes to assumptions used for determining results of operations or re-estimations of reserves for future policy benefits. Further discussion of these and other important factors that could cause Prudential's actual future financial condition or performance or other indicated results to differ, possibly materially, from those anticipated in Prudential's forward-looking statements can be found under the ‘Risk factors’ heading in its most recent Annual Report and the ‘Risk Factors’ heading of Prudential's most recent annual report on Form 20-F filed with the U.S. Securities and Exchange Commission, as well as under the ‘Risk Factors’ heading of any subsequent Prudential Half Year Financial Report. Prudential's most recent Annual Report, Form 20-F and any subsequent Half Year Financial Report are/will be available on its website at [www.prudential.co.uk](http://www.prudential.co.uk).

Any forward-looking statements contained in this document speak only as of the date on which they are made. Prudential expressly disclaims any obligation to update any of the forward-looking statements contained in this document or any other forward-looking statements it may make, whether as a result of future events, new information or otherwise except as required pursuant to the UK Prospectus Rules, the UK Listing Rules, the UK Disclosure and Transparency Rules, the Hong Kong Listing Rules, the SGX-ST listing rules or other applicable laws and regulations.

By order of the Board  
**Prudential plc**  
**Alan F. Porter**  
*Group Company Secretary*

2 December 2014, London

As at the date of this announcement, the Board of Directors of Prudential plc comprises:

### *Chairman*

Paul Victor Falzon Sant Manduca

### *Executive Directors*

Cheick Tidjane Thiam (*Group Chief Executive*), Nicolaos Andreas Nicandrou ACA,  
Pierre-Olivier Marie Georges Bouée, Jacqueline Hunt, Michael George Alexander McLintock,  
Barry Lee Stowe and Michael Andrew Wells

### *Independent Non-executive Directors*

Sir Howard John Davies, Ann Frances Godbehere FCGA, Alexander Dewar Kerr Johnston CMG FCA,  
Kaikhushru Shiavax Nargolwala FCA, Anthony John Liddell Nightingale CMG SBS JP,  
The Hon. Philip John Remnant CBE ACA, Alice Davey Schroeder and Lord Andrew Turnbull KCB CVO

*\* For identification purposes*